

JUL 30 1992

PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592

RICHARD L. STIRLEN  
DIRECTOR, MEDIA/POS DEVELOPMENT

July 28, 1992

Mr. James Mapes  
195 Sharp Hill Road  
Wilton, CT 06897

Dear Mr. Mapes:

By way of introduction, my name is Rick Stirlen and I'm the Media Director at Philip Morris U.S.A. I will be helping to coordinate your speaking engagement on Wednesday afternoon, September 16 at our 1992 Marketing Conference at the Heritage Inn in Southbury, Connecticut.

Our Conference Coordinator, Shari Barman, is in touch with your representative Sherri Daley regarding travel, accommodations and your specific technical requirements. I will provide details regarding the theme of the Conference and the general topics we would like you to address.

While the Conference title and complete agenda are still being finalized, the working theme is "Imagine the Possibilities -- They are Limitless". The cigarette industry is in the midst of tremendous change and our entire Marketing Department is challenged to develop the unconventional solutions that will allow Philip Morris to maintain its leadership position.

Given this situation, we are especially interested in your Quantum Leap Thinking Program. The idea that, as Einstein said, "It's Fun to do the Impossible" is at the core of what we are trying to communicate. After having seen your video tape, it is clear to all of us that you will be able to deliver a very motivational presentation about the limitless possibilities that change and challenge provide.

*Best  
Actual theme  
is "Possibilities  
are limitless"  
Rick Stirlen*

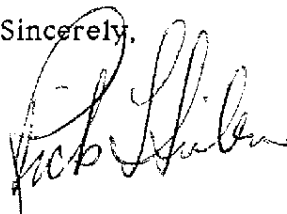
215 880-3252

2060374330

As we finalize Conference details, I will provide you with additional information. In the meantime, please let me know if there is any specific information that you would like regarding the Company or the Conference attendees? By way of general background, I have enclosed a 1991 Philip Morris Annual Report.

We all look forward to your presentation. Please call me at 212-880-3252 if I can be of any assistance.

Sincerely,



RS/em

bcc: Shari Barman  
Ellen Merlo

2060374331